

## ORDER



**Orders**  
**Order / Rev:** 67511  
**Alt Order #:** 09849043  
**Product Desc:** YOHO FOR CONGRESS(R)  
**Estimate:** 1965  
**Flight Dates:** 10/22/12 - 11/05/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** CIA - O

## CBS 47

**Primary AE:** Millennium San Francisco  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Dresner Wickers & Associates  
**Buying Contact:**  
**Billing Contact:**  
 1819 Polk Street #373  
 San Francisco, CA 94109

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Ted Yoho (R) US Congress FL D-3  
**Demographic:** A35+  
**Product Codes:** US Congress  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	26	\$8,840.00	\$7,514.00
10/29/12	11/05/12	34	\$9,770.00	\$8,304.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$8,840.00	\$7,514.00	0.00
November 2012	34	\$9,770.00	\$8,304.50	0.00
<b>Totals</b>	<b>60</b>	<b>\$18,610.00</b>	<b>\$15,818.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium San Francisco			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
CBS 47	25%	\$18,610.00
Market	100%	\$74,440.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	69%	\$51,363.60
WAWS	6%	\$4,466.40
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	10/22/12	11/02/12	Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	3	\$40.00	P-2	0.00	NM	7	\$280.00
COMMENTS APPLY TO SUB LINES A THRU B 5A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			3			\$40.00		0.00			
Week:		10/29/12	11/04/12	MTWTF--			4			\$40.00		0.00			
E 2	WTEV	10/22/12	11/02/12	Action News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	:30	3	\$70.00	P-2	0.00	NM	7	\$490.00



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 Estimate: 1965

CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$400.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$400.00		0.00			
E 13	WTEV	10/22/12	11/02/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	4	\$1,600.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$400.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					2	\$400.00		0.00			
E 14	WTEV	10/22/12	11/02/12	CBS Evening News CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00
630P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$600.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$600.00		0.00			
E 15	WTEV	10/22/12	11/02/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:30 PM	MTWTF--	:30	1	\$440.00	P-2	0.00	NM	2	\$880.00
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$440.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$440.00		0.00			
													Totals	60	\$18,610.00